Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

What is claimed is:

1.   (Currently Amended) An apparatus comprising a program storage media having a computer readable code embodied therein, said computer readable code being configured for computing, using a computer, a preferred set of prices for a subset of a plurality of products, comprising:

computer readable code for prioritizing a plurality of rules;

computer readable code for identifying at least one lower priority infeasible rule from the plurality of rules;

computer readable code for ~~relaxing the at least one lower priority infeasible rule and~~ incrementally relaxing any infeasible rule of the plurality of rules which has a lower priority than the at least one lower priority infeasible rule to allow ~~a higher~~ the at least one lower priority infeasible rule to become feasible;

computer readable code for storing initial prices for a plurality of products;

computer readable code for designating a subset of products of the plurality of products, wherein the number of products in the subset of products is less than the number of products in the plurality of products; and

computer readable code for optimizing prices for products in the subset of products, while maintaining the initial prices of products of the plurality of products that are not in the subset of products, and wherein the optimizing of prices complies with the relaxed any infeasible rule of ~~meets~~ the plurality of rules.

2.   (Original)   The apparatus, as recited in claim 1, wherein the computer readable code for designating a subset, comprises:

computer readable code for allowing a number N to be designated; and

computer readable code for selecting no more than N products of the plurality of products to form the subset of products.

3.	(Currently Amended) The apparatus, as recited in claim 2, ~~wherein the computer readable code for selecting no more than N products selects products provides~~ <u>further comprising computer readable code for providing</u> an optimization of total profit for ~~any set of N products of the plurality~~ <u>the subset</u> of products.

4.	(Original)	The apparatus, as recited in claim 3, further comprising computer readable code for providing initial prices by optimizing prices for all of the plurality of products.

5.	(Original)	The apparatus, as recited in claim 4, further comprising computer readable code for providing new data subsequent to providing initial prices by optimizing prices.

6.	(Currently Amended) The apparatus, as recited in claim 5, wherein the computer readable code for providing new data comprises computer readable code for providing new price data and computer readable code for providing new <u>price</u> bound data.

7.	(Previously Cancelled)

8.	(Previously Cancelled)

9.	(Original)	The apparatus, as recited in claim 1, further comprising computer readable code for providing initial prices by optimizing prices for all of the plurality of products.

10.	(Original)	The apparatus, as recited in claim 1, further comprising computer readable code for providing new data subsequent to providing initial prices by optimizing prices.

11.	(Original)	The apparatus, as recited in claim 10, wherein the computer readable code for providing new data comprises computer readable code for providing new price data and computer readable code for providing new bound data.

12.	(Previously Cancelled)

13.	(Previously Cancelled)

14.   (Currently Amended) In a computer system, a ~~A computer-implemented~~ method for computing a preferred set of prices for a subset of products of a plurality of products, comprising:

    prioritizing, using the computer system, a plurality of rules;

    identifying, using the computer system, at least one lower priority infeasible rule from the plurality of rules;

    incrementally relaxing, using the computer system, ~~relaxing the at least one lower priority infeasible rule and~~ any infeasible rule of the plurality of rules which has a lower priority than the at least one lower priority infeasible rule to allow ~~a higher~~ the at least one lower priority infeasible rule of the plurality of rules to become feasible;

    storing, using the computer system, initial prices for a plurality of products;

    designating, using the computer system, a subset of products of the plurality of products, wherein the number of products in the subset of products is less than the number of products in the plurality of products; and

    optimizing, using the computer system, prices for products in the subset of products, while maintaining the initial prices of products of the plurality of products that are not in the subset of products, and wherein the optimizing of prices complies with the relaxed ~~any infeasible rule of meets~~ the plurality of rules.

15.   (Original)   The method, as recited in claim 14, wherein the designating a subset comprises:

    allowing a number N to be designated; and

    selecting no more than N products of the plurality of products to form the subset of products.

16.   (Currently Amended) The method, as recited in claim 15, ~~wherein the selecting no more than N products selects products that provides~~ further comprising providing, using the computer system, an optimization of total profit for ~~any set of N products of the plurality~~ the subset of products.

17.   (Currently Amended)   The method, as recited in claim 14, further comprising providing, using the computer system, initial prices by optimizing prices for all of the plurality of products.

18.   (Currently Amended)   The method, as recited in claim 17, further comprising providing, using the computer system, new data subsequent to providing initial prices by optimizing prices.

19.   (Currently Amended)   The method, as recited in claim 18, wherein the new data comprises new price data and price bound data.

20.   (Previously Canceled)

21.   (Previously Cancelled)

22.   (Previously Cancelled)

23.   (Previously Cancelled)

24.   (Previously Cancelled)